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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

 Applicant(s)
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 Examiner
 Douglas B. Blair

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For System and Method for Managing Media

Mail Stop Amendment Commissioner For Patents P.O. Box 1450 Alexandria, VA 22313-1450

## RESPONSE

In response to the Office action mailed June 21, 2010, Applicants submit the following amendments and remarks.